
INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

**Peace Hills Insurance remains a Full Partner of the
Broker Identity Program**

July 19, 2007/Toronto – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Peace Hills Insurance is maintaining its investment as a Full Partner of the Broker Identity Program for 2007.

The Program's centre-piece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: coverage and security. By investing in the program, Peace Hills Insurance supports the message being delivered every day to consumers, legislators, government officials, and regulators.

"We are pleased to support brokers across Canada in their successful bid to communicate to consumers, legislators and regulators the value they bring," said Diane Brickner, President and Chief Executive Officer of Peace Hills Insurance. "Peace Hills delivers our products in Western Canada through insurance brokers, who at the end of the day provide value to consumers for all their insurance needs, and the BIPPER symbol projects this," added Brickner.

IBAC Chief Executive Officer Dan Danyluk added: "We are pleased that yet another insurer supports the common message being delivered by brokers under the BIPPER umbrella. Peace Hills is a valuable partner to brokers across western Canada."

The Broker Identity Program was launched in 1989 by the Insurance Brokers Association of Canada. It is a branding campaign for over 30,000 insurance brokers and in 2006 was supported by 20 leading insurance companies.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers.

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